

# contacts

VOL. 4, No. 7

• A MONTHLY PUBLICATION FOR EATON STAFF MEMBERS •

OCTOBER/68



## WESTERN DIVISION LEADS WAY

### FIRST PROMOTION GEARED TO FUTURE ROCKETS TO SUCCESS

Today we're in the midst of a knowledge explosion and Eaton's Winnipeg downtown store capsules some of the highlights of the vast store of scientific knowledge and experience in an exciting 9-day promotion which ends, Saturday, October 19.

Called Project Tomorrow, the promotion is one of the first of its kind staged in a department store in North America.

"To create this futuristic display, we worked without concrete guidelines and this pilot promotion is being closely watched by department stores in other divisions," said Divisional Advertising Manager Jack Stratford.

To introduce customers to the

new frontiers of above and beyond, Eaton planners contacted over 50 firms and government organizations in North America and Europe. The result was an outstanding exhibit of some awe-inspiring achievements and benefits of the space age. Emphasis on the many advances taking place in agriculture was a focal point of the Donald

South exhibit, where a film explained how University of Manitoba scientists have pioneered a method of coating seeds with plastic to make fall seeding possible.

The fascinating complexities of modern air traffic control is part of a major display on the second floor. Another exhibit is the

world's smallest Bible, with all its 773,746 words reduced to a tiny slide.

What do you eat in space? An up-to-the-minute food display on the third floor demonstrates how astronauts in the reduced gravity environment of space and on the moon, inject water through a valve and knead a food package before squeezing it into their mouths through a tube. Other bite size sandwiches and foods bars are popped into the mouth so that crumbs are not free to float around the space craft.

Centre of attraction on the Fashion floor is the Galaxy Boutique packed with futuristic styles made from revolutionary new fabrics. Appearing in person is Paris Designer Ruben Torres, who will show his avant-garde collection from October 16 to 18.

(see Project Tomorrow on page 2)

## Eaton's Boost Way Up

The largest single gift given to the 1968 Winnipeg United Way campaign was \$177,500 from Eaton's. This amount represents nearly six percent of the United Way's goal of \$2,993,500. The campaign officially ends October 18, and during the balance of the month United Way staff will tabulate returns and last minute donations.



Winnipeg Fashion Co-ordinator Lillian Vadeboncoeur models a futuristic gown by designer Paco Rabanne.

## Lakehead Way Ahead

The Port Arthur Store won the inter-store TACA sale contest for the third time in succession. The Store Manager is former Winnipegger C. E. Harrison.



# contacts

VOLUME 4, NUMBER 7

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

## EDITOR:

Michael Hartley  
Publications Office  
T. Eaton Co. Limited  
8th Floor, Winnipeg  
Store  
Phone SU 3-2115

## CORRESPONDENTS:

Blanche Benson .....	Brandon
Bernice Chorney .....	Winnipeg Downtown Store
John Contant .....	Saskatoon
Annette D'Angelo .....	Port Arthur
Ruby Fraser .....	Winnipeg Service Building
Lillian Galvin .....	Regina
Ian Ross .....	Winnipeg Catalogue
Eve Wood .....	Polo Park
Ken Wright .....	Moose Jaw

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## The Wondrous World Of 2001

Today's young people face a bright future in the Canada of tomorrow. Many of the spectacular advances of the future are reflected in the displays of the Winnipeg downtown store's exciting Project Tomorrow promotion. Here's a glimpse of the wonders that lie ahead — not only for Manitoba but for the country as a whole. Ahead for Canada lies an amazing new age of miracles. Peer into the future and you see changes that will transform the country and its industries.

People can look forward to a revolution in the way they live and the way they play. Underlying the transformation to come is a quickening tempo of developments out of scientific discoveries already made.

Take for example the laser, prominently featured in several Project Tomorrow exhibits. Even scientific fiction writers were unprepared for the laser when it burst on the scientific world eight years ago. Few would have predicted that a beam of light would be used today by researchers in hundreds of fields. Dentists are welding fillings into teeth, Watchmakers are drilling tiny holes in ruby jewels in microseconds instead of hours. The human voice as well as pictures have been transmitted on a laser beam. A part of the promotion's Manitoba Telephone System's exhibit showed a laser beam capable of carrying all telephone conversations being made at this moment.

In the future atomic power will be turning sea water into fresh water to make the deserts bloom. Sophisticated teaching machines will be speeding up the learning process, and translating machines to eliminate the language barrier in world communications. In space, they'll have bases on the moon.

Television in the world of tomorrow will bring the world right into your living room — at the same time that events are taking place, via a universal satellite relay system. TV sets themselves will vary in size from huge wall sets to televisions the size of match boxes.

And so it goes, the amazing future that's unfolding. Project Tomorrow reminds us all that every facet of life is to be changed. Whenever people talk about the future, you hear one lament as they look toward the 21st century. "We were born too soon. The best is yet to come."

## DAYLIGHT SAVING TO END OCTOBER 26; DON'T FORGET!

On October 26 you'll be able to sleep an hour longer. In other words, Daylight Saving Time will end for this year.

Standard Time will resume at 2 a.m. on October 27. Before you go to bed on Saturday, October 26, you can turn the clock back one hour. At 2 a.m., it really will be 1 a.m. and at 6 a.m., it won't be so dark.

## Project Tomorrow Cont.

Peaceful uses of atomic energy is the theme of a fifth floor display. Canada, a leader in nuclear research, is playing a major role in this development at the Whiteshell Nuclear station at Pinawa, Manitoba. A scale model and display of Pinawa gives fascinating insight into Canada's pioneering position in nuclear energy production.

Medicine in the electronic age is dramatically illustrated in a display on the sixth floor of medical equipment that monitors a patient's condition.

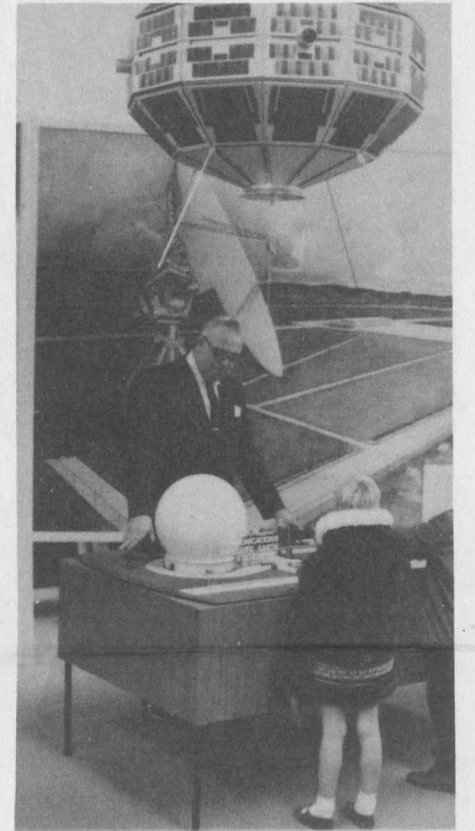
The Winnipeg of tomorrow is the

concept of an Assembly Hall exhibit of models, architects renderings, and pictures that tell the story of massive construction projects that will transform the face of the Keystone city.

Project Tomorrow was prepared under the direction of many merchandising, display, plant, and advertising people. However, two Eatonians probably played the major roles in organizing and developing this outstanding promotion: Betty Sparling, Divisional Advertising, and Lorne Cameron, Display Department.



Betty Sparling, Divisional Advertising, admires a 4-foot model of the supersonic Concorde airline which is being developed by an Anglo-French consortium.



Harold Cleve, Radio & Television, examines the earth station and satellite display on the sixth floor. Above is the Canadian-built Alouette satellite.



The 30-foot, Manitoba Black Brant research rocket dwarfs Gail Rowen, Place-on-2.



## Newsmakers

Brian Muirhead, Winnipeg Merchandise Control, represented Manitoba in the 1968 cross-Canada water skiing championships held in Toronto.

\* \* \*

Al Sizeland, Winnipeg Correspondence Office Supervisor, has been appointed District Secretary for Toastmaster clubs from Dryden to the Saskatchewan border. Making the most of his experience with the businessmen's public speaking organization, Mr. Sizeland is currently instructing speech craft at Winnipeg's Central YMCA.

\* \* \*

A handy man with the paddle is David Gargett, the son of Jack Gargett, Divisional Merchandising office, who travelled by canoe from the source of the Mississippi River, near Bemidji, Minn., to St. Louis, Mo., in five weeks. David, a second year University of Manitoba student, had planned to go to New Orleans, but had to cut the trip short to get back to his studies. In 1969 David plans to ship the canoe to St. Louis and complete the trip to the Gulf of Mexico.

\* \* \*

The Port Arthur store won the Arrow Shirt Company's "Look Smart with Colour" promotion held recently in the Lakehead. The Lakehead store was judged to have the best window display of Arrow shirts. Store Manager C. E. Harrison, and Roland Manning, Display, were presented with an engraved trophy by Ken Stuebing of Cluett, Peabody & Company of Canada.

\* \* \*

The Royal Conservatory of Toronto awarded a silver medal to Max Stitz, Winnipeg downtown Furniture department, for achieving Manitoba's highest mark in Grade six vocal. Max also won the first book prize presented by the Oxford University Press for excellence in musical studies.



**WELCOME TO HAWAII:** Visitors to Hawaii are traditionally greeted with the Aloha Lei garlands of flowers. An Eaton chartered flight is scheduled to leave Winnipeg for Hawaii on February 21. This two week package flight includes the Aloha Lei welcome, accommodation, and tours. The price is \$395 per person. Contact the Staff Relations Office in Winnipeg for further details.



The spanking new Winnipeg Bargain Centre sales room at the corner of Donald Street and St. Mary's Avenue has 10,000 square foot selling floor. At left is cashier Julie Jeanson.

## Part Time Area Becomes FullTime Catalogue Bargain Centre



Supervisor Bill Cousins, left, Betty Hardy, and Bob Flegg discuss electrical merchandise sales.

A former outdoor area, open only in the summer months, has been transformed into a spanking new Catalogue Bargain Centre sales room that's open for business six days a week, all year round.

The sales room, located at the corner of Donald Street and St. Mary's Avenue in downtown Winnipeg, was officially opened in mid-September.

To launch the Bargain Centre, specials were advertised in tabloid-style fliers which proved a popular method of attracting customers. Over 6,000 people attended the opening day.

Heading a well trained staff of 25 is Catalogue Salesroom Manager George Hammond who has a wealth of experience in merchandising. Sales Supervisor of the new outlet is Bill Cousins.

The Centre's distaff side is best represented by Betty Hardy. "The Bargain Centre puts special emphasis on fashion and we're gaining quite a reputation for the quality and styles we have to offer for the family," she said.

## Did He... Or Didn't She?



... only her keeper knows for sure. When Cockatoo Lord Hugh, the latest acquisition in the Winnipeg downtown store's pet department, laid an egg there was no doubt in anyone's mind that there should be a name change. To prevent any ruffled feathers, the sign outside the bird cage was switched to Lady Harriet. Pet Advisor Bill Nixon holds up the egg of the talking female Cockatoo. This breed has been known to live for more than a century.

## J A Advisors Appointed

This fall, Eaton's will sponsor two Junior Achievement companies in Winnipeg.

The Junior Achievement program gives high school students an opportunity to operate their own small-scale companies with the guidance of volunteer advisors from business and industry. It's a learn-by-doing practical economic education program that makes young people aware of the challenging opportunities which await them in Canada's competitive enterprise system.

The six Eaton advisors are: Janis Perry, Wage Administration Supervisor; Allan Lauder, Merchandise Processing; Cy Baker, Data Centre Manager; Ken Von Platen, Catalogue Order Preparation Manager; Ian Leithead, Buyer, Divisional Merchandise Office, and Richard Titarniuk, Drug department.



Dorothy Chaykowski tickets merchandise for the Catalogue Bargain Centre in the area's stock rooms, located on the mezzanine floor.



In the Catalogue Order Room, adjacent to the Bargain Centre, Dennis Herring uses a demonstrator to explain the selling features of an Eaton stove to Mrs. Valera Fraser.



**Contacts Visits:****Ultra-Smart New Men's Wear Area  
In Winnipeg's Downtown Store**

If you're looking for one word to describe the new men's wear area on the main floor of Winnipeg's downtown store, it's "professionalism." You find this professionalism at every level. You can see it in the "L" shaped area's appearance. You experience it when you talk to the men and women in the department — the people who are making things happen.

If you want to determine the morale of an army, you check the troops on the firing line. And if you want to know how a department ticks, you talk to the department managers, sales people, and service people . . . they make it go.

Let's start with Bernard Scrivener, Manager of the Pine Room. Mr. Scrivener is men's wear specialist who feels he can never learn enough about the merchandising business. This explains his wide knowledge of the men's clothing field. Start him talking about style trends, merchandising, markets, and selling, and you'll gain a great deal of information about what's happening in men's fashions.

Ever since the demise of the grey flannel suit in the early fifties, men's styles have radically changed. Much of this change is reflected in the Pine Room's continental and domestic suits, where bold checks and double-breasted styles are commonplace.

The Pine Room also carries shirts, coats, hats, socks, and underwear made by leading domestic and for-

eign manufacturers. "We're selling distinctive merchandise that's not available just anywhere," says Bernard Scrivener.

"Things don't happen — you make them happen," is the conviction of Sales Manager Dick Dailley, who has been 28 years with the Company. This theme is carried over into his weekly sales training meetings. "We want our people to understand what our business is all about," he said.

"We're in an exciting, interesting business that's constantly changing," he added. "It's always moving, always shifting and you have to be alert to adopt new trends and get with them" said Mr. Dailley.

The Main Floor development's new Adam Shop aims at bringing high-quality, high-style men's clothing to the 18-25 age bracket. Steve Frewen, Manager, applies the professional touch to merchandising and training staff. Mr. Frewen, who has had considerable experience in buying and selling men's wear, believes in the personal approach. "We're a men's specialty shop," he said, "and we do everything we can to give the young mature fellow or college man top-notch service and smart clothing styles." It's important for us to keep on top of trends as young men's styles are continually changing he said.

Across the aisle from the Adam Shop is a distinctive men's hat area, a young men's co-ordinate and coat shop, and a sleep wear section.

1. Bernard Scrivener, Pine Room Manager.
2. Salesman Jim Gillen, left, demonstrates the fitting of a suit on Gerry Laurence.
3. Sales Manager Dick Dailley and salesman Bill Robinson.
4. David Mindell, Adam Shop.
5. Adam Shop Manager Steve Frewen.
6. Steve Cochran, young men's wear department.
7. Gordon Lewis, young men's wear department.
8. Hazel Oakley, left, Maurice King, and Lolly Roper, men's sleep wear section.

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Margaret Gammon, Drapery Workroom, Service Building, received \$100 for a suggestion that saved her department time and money.

**\$285 Total**

## Margaret Gammon Awarded \$100 For Outstanding Suggestion

The October meeting of the Winnipeg Suggestion committee resulted in the presentation of cash awards totalling \$285 to staff with worthy suggestions.

### Peter Petrushak Wins Driver Award



Parcel Delivery Driver Peter Petrushak of Winnipeg was presented with the driver-of-the-month award for October. A 21-year man with Eaton's, Mr. Petrushak has earned a reputation for being a reliable hard worker, who's keen on his job. He's a member of Eaton's driver safety committee. In the photo above, Mr. Petrushak is shown admiring a model of Canada's Alouette satellite, an exhibit in the Project Tomorrow promotion, October 10-19.

The top prize of \$100, was awarded to Margaret Gammon, Drapery Workroom for a suggestion which has been put into operation in her department. The result: a saving in production time. Mrs. Gammon suggested that a holder, of her own design, be placed on her sewing machine to control a drapery's pelon. This innovation made it easier to insert the pelon and keep it clean.

A \$25 winner was Charles Ridgdale, Shipping, Service Building, who suggested that truck drivers be issued with a voucher when they return unaccepted collect parcels.

Three suggesters received \$15 prizes. Marion Hewitt, Catalogue Customer Relations, Patricia Kalyniuk, Children's Shoes, and Russell Thompson, Investigation.

Some 11 Eatonians are \$10 richer from suggestion awards. They are: Janet Bowser, Fur Coat Repairs; Susan Bell, Children's Clothing, Polo Park, (two \$10 awards); Violet Whitehead, Handbags; Cecilia Dunphy, Handbags; Daisy Irvine, Meats; Linda Hart, Swift Current; Jean Frame, Cosmetics; George Glover, Catalogue Salesroom; George Scott, Order Filling; Chris Eirikson, Catalogue Administration, and John Lindsay, Boys' Clothing, Polo Park.

## TACA PEP RALLIES

### Winnipeg Downtown Store



Parade of advertising.



Roy Christie, Richard Shaw, and Arnold Peabody.

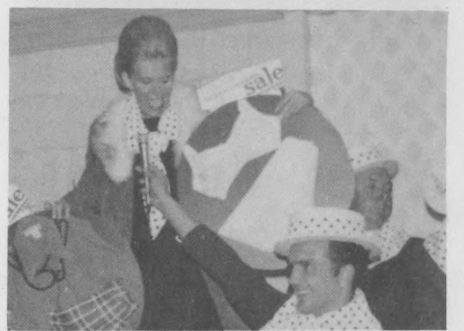


Ken Delbridge, Boy's Wear, Pete Schellenberg, Furniture, and MC Joe Laxdal, Divisional Advertising.

### Polo Park



Ted Morrison, Sporting Goods.



Eve Ingram, Sales Manager, Lingerie, and MC Joe Laxdal, Divisional Advertising.



Store Manager B. B. Westcott.



TOP SPOT: Winnipeg Store Manager J. Evan Church, second right presented the Red Dot trophy to the department which had the highest percentage increase in during the Fall TACA Sale. The winner was the Lamp department represented by Sales Manager Herb Kulik, second left, and George Gould, Commodity Merchandiser. At far right is TACA campaign chairman J. A. Ferguson, Lower Price Store and Foodateria Manager.



BLOOD DONORS: Some 264 Eatonians gave a pint of blood to the Red Cross in mid-September during a clinic held in the Winnipeg Catalogue Building's third floor cafeteria. Enjoying coffee, coke, and cookies provided to donors are, Florence Paget, far right, Mildred Horton, Doris Couch, Bob Kitching, and Lee Ducharme.





Home Economist Judee Gannon

## First Gourmet Shop Opens In Winnipeg

In November the Company's first gourmet shop, "La Bonne Apéritif", made its debut in the Winnipeg downtown store. This pilot project, the first of its kind in Eaton's, is designed to promote sales not only in gourmet cooking but in other related areas.

Located on the third floor, the shop is directed by Home Economist Judee Gannon, a graduate of the University of Toronto.

Mrs. Gannon, who hails from Regina, will advise customers on food ideas and how to prepare gourmet dishes.

The new shop has a bright motif. Psychedelic wooden roosters perch on shelves laden with chafing dishes, fondue pots, pepper mills, and utensils. Colourful baskets, strategically placed around the shop, are filled with miscellaneous knick-knacks used in gourmet cooking.

## Leisure Days Ahead

Best wishes to the following Eatonians on their retirement:

### WINNIPEG

Mr. A. Waddell, Merchandise Control Office, 43 years of service.  
Mr. F. E. Horne, Cartage, 43 years of service.  
Mr. C. Petrie, Cartage, 39 years of service.  
Miss A. Bitz, Grill Dining Room, 26 years of service.  
Mrs. R. Duval, Women's Footwear, 17 years of service.  
Mrs. A. Jennings, Cafeteria, 12 years of service.  
Mrs. O. Kirkhope, Customers' Accounts, 9 years of service.

### REGINA

Mr. E. Kelln, Caretaking, 12 years of service.

# What to Watch When You Buy a Diamond

Purchasing a diamond is often a once-in-a-lifetime adventure. When the time comes to actually buy one, few have any experience to rely upon.

According to Eaton's Gemologist Kline Virtue, Winnipeg Jewellery Workroom Supervisor, if you're going to buy a diamond ring — as an engagement or belated engagement gift — you should equip yourself beforehand with certain basic facts about these glorious gems which are the hardest substance known to man.

Do you know, for instance, why diamonds are so valuable? Or, what qualities to look for? And do you know how to take care of your diamond?

Four factors determine a diamond's value: colour, clarity, cut, and carat weight. When you check on colour the stone should be completely white, while clarity, is measured by the absence of inclusions, or inner flaws.

Skillful cutting and polishing give brilliance and sparkle to the gem. If the stone is cut too shallowly, it reduces the diamond's brilliancy. If cut too deeply, the centre of the diamond appears to be dark. Properly cut, this precious stone traps light, bending rays towards its centre reflecting them back in bright flashes.

Carat weight is the fourth factor which determines the value of a diamond. The term "carat" is a unit of weight which is divided into 100 points. Because large diamonds are rare, the gem's value increases in direct proportion to its weight. Most diamonds are mined in Africa and the gems in Eaton rings are bought from Baumgold Bros. in Toronto — the world's leading diamond cutters and distributors.

Once you've bought your diamond, you'll want it to always look its best. Although not easily destroyed, a diamond can be dimmed by dirt, or carelessly lost from a loosened setting.

Like other jewels, the secret of keeping a diamond sparkling is to have it cleaned before it dulls. Eaton's jewellery experts clean gems in an ultra-sonic cleaning machine which bombards the precious stones with high frequency waves, while they're immersed in a cleaning solution.

It's important also to have your diamond's setting periodically checked. This small precaution may save a lot of heartbreak.

Remember, too, that the time you devote to selecting and caring for your diamond is well spent. This beautiful gem is more than just a glittering ornament — it's a jewel that doesn't wear out and can become a family heirloom.

\* \* \*



Eaton's Gemologist Kline Virtue examines a diamond under a magnifier in the Jewellery Workroom where gems are cleaned and repaired.



Hugh Sutherland, Manager, Jewellery Department, Winnipeg downtown store, displays some of the magnificent diamond rings sold by the department.



The first wedding licence issued by the downtown store's jewellery department was presented to a young Winnipeg couple by Cy Napier.



PEE-WEE CHAMPS: Terry Shaw, Saskatoon Radio & Television department, back row left, and Dick Vogelgesang, Ladies' Wear, second row right, coached their Kinsmen Pee-Wee girls' fastball team to victory in three dif-

ferent events. The champs won the City League trophy, the Saskatoon City Tournament, and the Northern Provincial Championships.



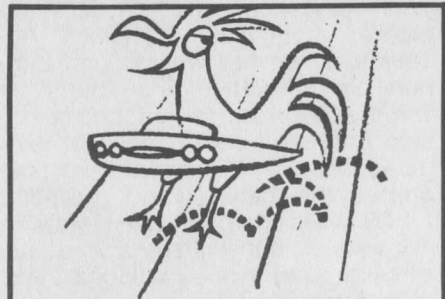
## Western Division Appointments

### WINNIPEG

Mr. R. H. Farr, Divisional Merchandise Presentation Manager.  
Mr. E. Kasper, Department Manager.  
Mr. W. G. Courage, Budget Supervisor.  
Mr. A. Parlin, Statistical Supervisor.  
Mr. V. D. Loeppky, Operations Analysis Supervisor.

Mr. S. Cymbalisty, Stock Audit Supervisor.  
Mr. W. Mitchell, General Audit Supervisor.  
**WINNIPEG CATALOGUE**  
Mr. F. A. Kilroy, Accounting Services Supervisor.  
Mr. G. I. Smith, Accounting Department Supervisor.  
Mr. G. Robb, Control Buyer — 22 Group B1.

## Birds To Beware Of



MIGRATORY WEAVERBIRD

(constantly jumping lanes in heavy traffic)

## SERVICE ANNIVERSARIES

### 40 YEARS



Mr. J. W. Reid, Vancouver Catalogue.



Miss L. Woodley, Saskatoon Chinaware.



Miss I. Lucas, Saskatoon Cash Office.



Mr. C. Peters, Winnipeg Printing, November 5.



Mr. H. Kuhm, Winnipeg Basement Meat, November 13.



Mr. H. N. Sheidow, Winnipeg Receiving, November 21.



Mr. E. Duncan, Winnipeg Drug Filling, November 27.



Mrs. W. Frame, Winnipeg Cosmetics, November 29.



Mr. J. Ward, Winnipeg Order Filling, November 29.

During November six men and two women will celebrate 40 years and one man and woman will celebrate 25 years.

In addition to those in the photographs are: 40 years — Mr. D. H. Evans, Winnipeg Central Receiving, November 5, and Miss G. S. Cameron, Winnipeg Statistical Office, November; 25 years — Mrs. Erie Moffat, Winnipeg Hats, November 4, and Mr. R. Litke, Winnipeg Sporting Goods, November 15.

## Eatonians Make Good Neighbours

### Dale Brewster

Saskatoon's "Jaycee of the Year" award was presented to a man who prefers the role of participant rather than spectator. This involvement, particularly with the city's Junior Chamber of Com-

merce, prompted officials to nominate Dale Brewster, Eaton's Accounts Office, for the award.

Dale Brewster has been a Jaycee for over three years. Among his achievements with the self-betterment group are first prize in the provincial effective speaking competition and best commission award for directing community development.

For the past two years Dale has served on the executive of the Saskatoon Jaycees organization which celebrates its fortieth anniversary in 1969.

Other worthy activities include involvement in a local Air Cadet Squadron, an annual bicycle rodeo for youngsters, and a teen-age safe driving championship.

To better the community, Dale believes that you can't stand on the sidelines — you have to pitch in to get things done.



Contest Winners: Manager Jack Lammens, Winnipeg downtown Furniture Department, at left, presented pins to winners of a recent sales contest. From left to right are, Mr. Lammens, Bill Stanko, Jack Stanley, Tom Davidson, and Stan Allwood.



Dale Brewster, Saskatoon Customer Accounts, left, receives his Jaycee of the Year award.

## Pierre Cardin Fashions

### Make Debut In Winnipeg

Although more famous for men's clothes in North America, the women's fashions of Paris Designer Pierre Cardin are gaining ground through a chain of ready-to-wear outlets in Eaton stores across Canada.

The Winnipeg downtown store's Pierre Cardin fashion area located in the Ensemble Shop, fourth floor, is decorated in the designer's traditional shop colours, avocado with gold accent. It carries Cardin suits, coats, daytime dresses, and ensembles. His fashions are exclusive to Eaton's in Winnipeg.

The 46-year-old designer worked for Paquin, Schiaparelli, and Christian Dior, before opening his own Paris haute couture house in 1951. Pierre Cardin's business methods are a break with tradition. He applies 20th century materials, methods, and marketing techniques to an industry that has changed little in a hundred years.



Olivia Bryant, left, and Minna Worboys, buyer, model fashions designed by Paris Designer Pierre Cardin in the Winnipeg downtown store.



## Bill McFetridge Captures Top Men's Golf Crown

Bill McFetridge, Winnipeg Customer Accounts, won the first place trophy over a tightly bunched group of golfers with an 85 at the annual men's golf championship at Elmhurst, September 17. Second was Norm Bodley.

Field day low gross winner was Colin Lowther, Divisional Advertising. Knockout main event award went to Gus Macdonald, Personnel, followed by runner-up Peter McKinnon, Jewellery Workroom. Ed Greenlay, Order Filling, won the knockout

consolation event and Bill Nykyforuck, Assembly & Shipping, came in second.

Low front nine champ was Pete McKinnon, while Ken Morrison, Catalogue Customers' Accounts won the low second nine award. Geoff Ross, Catalogue Order Filling, scored the lowest tally on the hidden hole. Divisional Personnel Manager W. H. Evans received the high hidden hole prize. Kline Virtue, Jewellery Workroom, was awarded the committee prize and Neil Merrill, Appliances, came in second. Low committee gross laurels went to Harold Lindsay, Carpets. Ken Aikman, Catalogue Accounts & Control, received a special award for being the quietest man on the course.

## First Falcon Lake Tourney Draws Nearly 100 Golfers

Golf widows have been in style ever since primitive man first picked up a stick and took a healthy swing at a hard rock. At least they were in style last month when the Eaton men's golf club in Winnipeg held their first out-of-town tournament at Falcon Lake.

Contacts editor Michael Hartley drove and putted his way around Falcon Lake to lay claim to the trophy with a low net of 77. Bringing in the lowest actual score was Colin Lowther, Divisional Advertising, with an 83. Second low actual was Bert Farrant, Workroom Administration, with an 84. Second low net was Peter Thiessen, Catalogue, with a 78.

Low hidden hole honors went to Geoff Ross, Catalogue. Best first nine award was earned by Joe Laxdal, Divisional Advertising, while Vic Swiderek, Men's Wears, Polo Park, received the best back nine laurels.

Proof of the fine weather and friendly camaraderie of the day was the large number of entries. Nearly 100 Eatonians golfed for a chance at the trophy and prizes.

"Regardless of all scores, one and all enjoyed the tournament," claimed Ken Whitney, the golf club's president. Ardent golfers among his committee had for some time talked about holding an out-of-town competition and the success of this year's tourney will add weight to a planned '69 special centennial golf event. "We hope to get well over a hundred for this one," said Whitney.



**PRESIDENT PRESENTS:** Ken Whitney, club president, far right, awarded the out-of-town trophy to Michael Hartley, winner of the Falcon Lake tournament. At far left is Colin Lowther, low actual score winner, and Geoff Ross, high hidden hole champ.



**STALWART COMMITTEE:** Organizers of the successful out-of-town golf tournament at Falcon Lake were, from left to right, Dunny Dewar, Neil Merrill, Roy Christie, Ken Whitney, and Kline Virtue. Insert is committee chairman Ken Morrison.

## Falls Rises To Top In Lawn Bowling

Bill Falls and his teammates won the annual Eaton lawn bowling championships at Sargent Park in Winnipeg. The champ was backed by teammates Lil Bennett, Cliff McFadden, and Ernie Nelson.

The runners-up were Rita Bovie, Russell Dawson, Harry Craig, and Frances Spice. The consolation prize went to Bill Summers and his crew of Flo Summers, Ed Fachio, and Flo Harding. In second place were Ernie Foster, Mary Nelson, May Peterson, and Thelma Downie.

Ernie Nelson and Lil Bennett won the doubles event, while Russell Dawson and Frances Spice were the runners-up. Consolation doubles crown went to May Peterson and Percy Cook, trailed by Rita Bovie and Harry Craig in second place.

Ladies' singles winner was Mary Nelson, while Ernie Nelson took the men's singles event. Consolation prizes in the singles categories were awarded to Rita Bovie and Percy Cook.



**TWO WINNERS:** Mary Moore, Catalogue Customer Accounts, left, and Bill McFetridge, Downtown Store Customer Accounts, were the two top golfers in Eaton club championships held at Elmhurst, Winnipeg.

## Oscar Champ

## Mary Moore

## Scores

## Winning Tally

With precision and dash, Mary Moore, Catalogue Customer Accounts, drove her way around Elmhurst in a tooth-and-nail battle to win the Eaton ladies' golf championship Eaton 'Oscar' trophy in Winnipeg. Despite harassment from mosquitoes, the champ scored a respectful 89. Miss Moore's golf laurels in '68 also include membership of the winning team in the Manitoba inter-club championships.

Dot Hunt, Catalogue Order Preparation, walked off with the A class Gleneaton cup and Hilda Cousins, Head Cash, came in second. Birkdale B class trophy winner was Flo Parks, Catalogue Accounts. Runner-up was Penny Miller, Cash Services. Sue Martin, Books, claimed the C class trophy, while Alice MacPherson, Downtown store hospital, was runner-up. Ida Jones shot the best low gross tally on the first nine, and in the number two spot was Bella Dee. Gladys Withers captured the low gross award on the second nine. Runner-up was Mary Hume.

Golf spoons were presented to the following: Class A, Hilda Cousins, Bella Dee, and Sybil Hannesson; Class B, Margaret Weymouth and Mary Hume, and Class C, Elsie Craig and Gwendolyne Jones.

## WINNIPEG STAFF SPORTS CONTACTS

Badminton	— Gudron Anson, Beauty Parlour, Polo Park Margaret McKenzie, Store Personnel Office
Men's Curling	— Gary Filyk, Plant Office Douglas Brault, Wage Administration
General Office Curling	— Jim McDiarmid, General Office Ethel Playfoot, General Office
Service Building Curling	— Art Reimer, Workroom Administration Ann Sorby, Merchandise Control
Ladies' Curling	— Pat Boyce, Merchandise Control Elsie Medway, Luggage Department
Drivers' Curling	— Vic Swaffer, Garage Ron Swaffer, Delivery
Monday Nighter Bowling	— Mary Ronyck, Order Filling, Catalogue Betty Connolly, Order Preparation Betty Adams, Customers' Accounts
Combined Bowling	— Dave Brown, Stock, Service Bldg. Mary Aronius, Div. Advertising
Lawn Bowling	— Percy Cook, Express Shipping Bill Summers, Head Cash, Downtown Store
Eaton's Mixed Five Pin Bowling	— Vic Swiderek, Men's Shoes, Polo Park Les Smart, General Office, Downtown Store
Men's Golf	— Ken Whitney, Boys' Clothing, Downtown Store Tom Weston, Stock, Catalogue
Ladies' Golf	— Elsie Medway, Luggage, Downtown Store Gwen Jones, General Office, Downtown Store
Angling Club	— Archie Wardrop, Jewellery Repair Morris King, Men's Furnishings, Downtown Store
Tennis	— Lillian Phillips, Staff Relations Dave Arlidge, Personnel Office, Service Building
Gliding	— Alan Lauder, Service Building